242-A YALE STATION
NEW HAVEN, CONNECTICUT
UNiversity 5-6400

yale broadcasting company, inc.

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Public Relations Director
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Technical Director
STEPHEN P. BRADLEY
Executive Secretary
DAVID W. LODGE

Gentlemen:

The combined 1963-64 Executive Committees met last week to discuss the Program Guide.

Due to the curtailed month of programming in January (two weeks of continuous classical music), due to a certain dissatisfaction with the "economically feasible" December guide, and due to pressing financial considerations (and already binding obligations), it was agreed that an issue not be printed in January. Furthermore a letter will be sent to subscribers by the chairman of the 1964 Committee stating that until further notice the guide will be suspended. Expense will be cited as the motivating factor.

Once again this decision should not appear as an eternal cancellation. The new Committee will be searching for new methods of shortening and selling. They agree that to continue selling on a come-as-you-go, month-by-month method is to continue putting the perverbial cart before the horse.

We are all reluctant in this decision, but, at the moment, the Yale Broadcasting Company cannot, and indeed should not, sustain the continued and mounting financial blows dealt us by the monthly guide.

John H. Davison
for the 1963 Executive Committee

Joel A. Levitch
for the 1964 Executive Committee